

Cohen for Congress-General Election 2012

Order #: 1559-9291

Revision #:

Date: 10/15/2012

Client: Cohen for Congress

Estimate: 1559

Vendor: WREG-TV

Vendor Code: WREGTV

1:32 PM

Media: TV

Description: cohen/2012/TV/Cohen- General-Additional

Send Billing To: archer>malmo

Product: general

Flight Start Date: 10/15/2012 05:00 AM

65 Union Avenue
Suite 500

Market: Memphis

Flight End Date: 11/11/2012 04:59 AM

Memphis, TN 38103

Primary Demo: Adults 35-64

Buyer: Susan Rogers

Contact: Jim Himes

Phone: 901.523.2000

Separation between spots: 30

Buyer: Susan Rogers
srogers@archermalmo.com

E-Mail: Jim.Himes@WREG.com

Fax: 901.260.4356

Phone: 543-2143

Fax: 543-2339

Affiliation: CBS 3

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/15 10/22 10/29 11/5	Total Spots	Adults 35-64	Rtg/CPP
WREG-TV									
27	Tu 6:00a-7:00a WREG-3DYBRK 6A	EM	\$200.00	\$170.00	30	1 0 0 0	1	4.3 \$46.51	8
28	Tu 6:30p-6:30p WREG NWS3@6PM	EN	\$350.00	\$297.50	30	1 0 0 0	1	\$39.53 4.9 \$71.43	8
29	Tu 10:00p-10:35p WREG NWS3@10PM<	LN	\$500.00	\$425.00	30	1 0 0 0	1	\$60.71 6.6 \$75.76 \$64.39	8
							3	15.8 \$66.46	
							3	\$56.49	
Total Cost:			\$1,050.00	\$892.50					

Signature: _____

SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME

Tom Holmes

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ FEDERAL CANDIDATE☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

STATION REPORT FORM

Susan Rogers

30 31464 40/31464

Steve Cohen

legally a

qualified candidate of the

Democracy

political

party for the office of:

~~U.S. Congress~~

in the

7214510 410

election to be held on:

21-9-11

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As per encl'd schedule.					

Total charges:	P 1050.8052
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cohen for Congress Campaign

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Henry Turley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

Date

10-15-12

Signature

Sharon Rogers

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Susan Rogers - Archer Maimo
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date